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- Comprehensive coverage of the dealer community with circulation built around dealer lists validated by leading manufacturers such as Haworth, Herman Miller, Kimball Office, Knoll, Teknion and more.
- Compelling editorial that's positive and upbeat; celebrating dealer success and highlighting new sales and profit opportunities by veteran industry journalists and respected columnists like Debbie Junge, Wayne Breitbarth, Jim Heilborn and Trish Brock.

## Here's What They're Saying About *OFDealer* electronic publication

from *OFDA* and the publishers of *INDEPENDENT DEALER* ...

*"Captures the pulse of what dealers are thinking about right now."*

Paul Iles, Vice President, Dealer Distribution, Herman Miller

*"I love your eZine. The content is very solid."*

Carlene Wilson, Vice President, Sales & Marketing, bkm Total Office of Texas

*"OFDealer is outstanding. Keep it up!"*

Mark Eley, CEO, ID&A

*"Very informative and well written. Great job!"*

Mark Vignoles, President, Service West

*"A great issue with lots of good stuff in there!"*

Adam Goodman, President, Goodmans Interior Structures

*"OFDealer has great articles that provide insight into all aspects of a dealer's world - sales, personnel, management, finances, operations, marketing, etc."*

John Sorteberg, President. CFS/CFB

- An innovative, online format that's easy for dealers to read and archive.
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### 2012 Editorial Calendar

February	<ul style="list-style-type: none"><li>• It's Not Your People, It's Your Process</li><li>• Outlook 2012 Annual Dealer Survey</li><li>• Planning for the new year</li></ul>
March/April	<ul style="list-style-type: none"><li>• Manufacturer/Dealer Relationship Development</li><li>• Dealer Talent Management - Having a People Plan</li><li>• Ensuring a Smooth Transition in Dealer Ownership</li></ul>
May/June	<ul style="list-style-type: none"><li>• Hiring &amp; Onboarding New Sales Talent</li><li>• How to Give Designers What they Want</li><li>• <b>NeoCon Preview</b></li></ul>
July/August	<ul style="list-style-type: none"><li>• Entering New Lines of Business</li><li>• Managing &amp; Installing Interior Walls</li><li>• <b>NeoCon Wrap-up</b></li><li>• <b>OFDA Dealer Strategies Conference Preview</b></li></ul>
Sept/Oct	<ul style="list-style-type: none"><li>• Comparative Benchmarking</li><li>• Business Develop Strategies</li><li>• Training New Sales Hires</li></ul>
Nov/Dec	<ul style="list-style-type: none"><li>• Dealer Marketing Best Practices</li><li>• Streamlining/Automating/Screening the Hiring Process</li><li>• <b>OFDA Dealer Strategies Conference Wrapup</b></li></ul>

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